MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2018/2019**

## DBS5028 – E-COMMERCE

(For DBA students only)

9 MARCH 2019
2.30 p.m. – 4.30 p.m.
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **8** pages with **2** sections.
2. Answer **ALL** questions in both sections.
3. For **Section A**, shade your answers on the OMR sheet provided.
4. For **Section B**, write your answers in the answer booklet provided.

## SECTION A: MULTIPLE CHOICE QUESTIONS [40 marks]

1. A bookstore that sell books and stationaries to students online can be categorized as _____.
   a. e-service
   b. e-business
   c. e-marketplace
   d. e-tailing

2. A cafe in Bukit Beruang offers food delivery service to those who place order online as well as sells food at the café is an example of _____.
   a. partial e-commerce
   b. pure e-commerce
   c. brick-and-mortar business
   d. click-and-mortar business

3. Buyers, sellers, intermediaries are the part of the framework of e-commerce that is being referred to as _____.
   a. people
   b. public policy
   c. marketing and advertisement
   d. support services

4. Dell is an American multinational computer technology company practicing the following e-commerce activities that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization which **BEST** defines _____.
   a. e-commerce
   b. e-company
   c. e-business
   d. e-tailing

5. General Electric makes a number of consumer goods, but also provides parts for other enterprises. General Electric is practicing an e-commerce model called _____.
   a. business-to-consumer
   b. business-to-business
   c. business-to-business-to-consumer
   d. consumer-to-business

6. Eddy decided to buy The Edge newspaper online monthly for the next three years after he found out that the content of the newspaper help him to understand about business in Malaysia. The revenue model that being used by The Edge when someone decided to purchase monthly or yearly is known as _____.
   a. affiliate model
   b. advertising model
   c. subscription model
   d. transaction model

7. Which of the following organization that can be categorized as pure-play organization?
   a. McDonald
   b. Pizza Hut
   c. 7 Eleven
   d. Lazada

**Continued...**

8. The emergence of electronic marketplaces has resulted in the following:
   a. Less information available.
   b. Buyers and sellers need to be in the same location.
   c. Higher information search time and cost for buyers.
   d. Diminished information asymmetry between sellers and buyers.

9. When you shop online you will browse through the catalog and select the items that will be placed in the shopping cart. This part of the shopping activities is referred to the _____ of shopping online.
   a. front end
   b. back end
   c. infrastructure
   d. intermediary

10. The existence of Expedia.com, Agoda.com, Booking.com and Trivago.com in the hospitality industry can be categorized as _____.
   a. automation
   b. reintermediation
   c. disintermediation
   d. e-distribution

11. _____ enables people to seek for information and they can add more information and edit the current one.
   a. Blog
   b. Twitter
   c. Wiki
   d. E-catalog

12. Amazon, the global e-commerce giant, is one of the largest retailers that updates prices on its website every 10 minutes. It is a strategy in which product prices continuously adjust, sometimes in a matter of minutes, in response to real-time supply and demand and this strategy is known as _____.
   a. dynamic pricing
   b. pre-shopping
   c. commodity pricing
   d. negotiation

13. Stores online that sell only one or few kinds of products such as Cattoys.com, 1800flowers.com, zappos.com are examples of _____.
   a. regional stores
   b. specialised stores
   c. click-and-mortar stores
   d. general stores

14. _____ is a social media site to which a user makes short, frequent posts.
   a. Mashup
   b. Microblog
   c. Social bookmarking
   d. Folksonomy

15. Based on distribution channel used, Dell's B2C business model can be classified as a _____.
   a. direct marketing mail-order
   b. pure-play e-tailer
   c. click-and-mortar retailer
   d. direct sales by manufacturer

**Continued...**

16. Each of the following describes retailing **EXCEPT** _____.
    a. a retailer is a sales intermediary
    b. many manufacturers sell directly to consumers and through wholesalers and retailers
    c. e-tailing makes it easier for a manufacturer to sell directly to customers by cutting out the intermediary
    d. companies that produce a large number of products, such as Procter & Gamble, do not need retailers for efficient distribution

17. Which of the following is the characteristic of e-tailing?
    a. Create local competition.
    b. Relatively inexpensive items.
    c. Enable e-tailers to react quickly to customers' complaints.
    d. Increase the cost of supply chain.

18. Which of the following is **NOT** the characteristics of online job market?
    a. Expensive, especially in prime space for advertisement.
    b. Fast, simple, and inexpensive when updating information.
    c. Easy to get a pool of suitable candidates.
    d. Reachable to job seekers worldwide.

19. BestSecret.com is a highly exclusive shopping community which gives its members access to some of the leading fashion and lifestyle and members can buy goods at large discounts describes _____.
    a. specialty club
    b. membership-based club
    c. exclusive club
    d. private shopping club

20. When Apple open their own stores their customers prefer to visit and buy Apple product at the Apple stores and stay away from other shops that sold Apple products. The situation in which one channel upsets another channels is defined as _____.
    a. fraud
    b. reintermediation
    c. price conflict
    d. channel conflict

21. Sharing information quickly and conveniently between the federal, state, and local governments is a performance objective of which category of e-government?
    a. G2C
    b. G2G
    c. G2B
    d. IEE

22. Which of the following is **NOT** the benefit of e-learning?
    a. Innovative teaching.
    b. Fixed schedule need to be followed.
    c. Cheaper than traditional learning.
    d. Updated and consistent material.

**Continued...**

23. Learning, training, and knowledge sharing using facebook, twitters or Instagram is **BEST** describes as _____.
    a. social learning
    b. virtual learning
    c. self-paced learning
    d. computer-based learning

24. Future Sdn. Bhd. is using a strategy that involves making learning solutions available anywhere and at any time for its employees. This strategy is also known as _____.
    a. decision support system
    b. FAQ system
    c. learning on-demand
    d. e-learning

25. To overcome barriers to collaboration, it is essential to _____.
    a. have a collaborative culture within and among organization
    b. have sophisticated hardware and software
    c. have a big IT workforce.
    d. have IT savvy staff

26. Target Corporation has an extranet-based system which enables the company to reach many more partners and streamline its communication and work closely with suppliers. This allows Target Corporation to efficiently _____.
    a. managed inventory system
    b. reduce transportation and inventory cost
    c. reduce design cycle time
    d. collaborate with supplier

27. A big stumbling block to the adoption of c-commerce has been the _____.
    a. lack of defined and universally agreed-upon standard
    b. lack if internal integration
    c. lack of skills to conduct c-commerce
    d. distrust over who has access and control to information

28. One of the attributes of m-commerce that is available at any location and at any time best defines _____.
    a. localization
    b. ubiquity
    c. convenience
    d. interactivity

29. Development of m-commerce is being driven by each of the following technological, business, social, and economic factors **EXCEPT** _____.
    a. the transition to service economy
    b. the transition to a manufacturing economy
    c. more powerful mobile devices available today.
    d. many people using mobile devices and the growth of mobile workforce.

**Continued...**

30. Ahmad used his mobile phone to order pizza from Pizza Hut and Pizza Hut delivered the pizza to Ahmad at a specific location and specific time. This transaction is **BEST** describes as _____.
    a. location-based m-commerce
    b. geolocation placement
    c. ubicom sales
    d. sensor networking

31. Location-based services are services offered through a mobile phone and take into account the _____ to find the location of consumers and deliver real time information or entertainment.
    a. radio-frequency identification (RFID)
    b. geographical information system (GIS)
    c. short message service (SMS)
    d. global positioning system (GPS)

32. Which of the following is **NOT** required for mobile commerce?
    a. Mobile device
    b. GPS
    c. Bluetooth
    d. Service provider

33. In location-based m-commerce, a _____ calculate the location of a mobile device from signals sent by the device to base stations.
    a. geographical information system
    b. terminal-based positioning
    c. network-based positioning
    d. global positioning system

34. Which of the following is the **BEST** example of location-based service in the information category?
    a. People/vehicle tracking, product tracking.
    b. Directions, car park guidance, traffic management.
    c. Travel guides, shopping guides, mobile yellow pages.
    d. Instant messaging, social networking, buddy finder.

35. Ace Trading decided to engage in social commerce as the owner believe that there are benefits which include _____.
    a. word-of-mouth marketing
    b. increased website traffic
    c. increased sales
    d. all of the above

36. Benefits to vendors of social commerce include _____.
    a. better self-service is possible
    b. customers can assist other customers
    c. Increase trust via direct conversations
    d. customers' expectations can be met in full and quickly

**Continued...**

37. The benefits of social commerce to retailers include _____.
    a. consumer can provide feedback
    b. increased website traffic
    c. retain customer
    d. all of the above

38. What is the benefit of social commerce to consumers?
    a. Be engaged, develop relationship with vendors.
    b. Save money on customer service.
    c. Improve customer service.
    d. Create better marketing campaigns.

39. Which of the following is the driver of social shopping?
    a. The less number of people visiting social networks make it easier to shop.
    b. The recommendations made by friends.
    c. The individual oriented shopping model.
    d. All of the above.

40. Conversational marketing can **BEST** refer to _____.
    a. Paid-for reviews, either by customer bloggers or experts on social media
    b. People discuss via e-mail, live chat, and forums
    c. Free reviews by professionals
    d. Customer testimonials that allow comments and discussion

**Continued...**

## SECTION B: STRUCTURED QUESTIONS [60 marks]

### QUESTION 1

a) Describe any **FOUR (4)** major capabilities that contribute to the growth of e-commerce. (12 marks)

b) List any **THREE (3)** major components in a marketspace. (3 marks)

(Total: 15 marks)

### QUESTION 2

a) Explain briefly the comparison of retailing and e-tailing for the following factors:

i) Physical expansion when revenue increases as the number of visitors grows.
ii) Competition on the basis of customer.
iii) Price changing and price discrimination
iv) Customization and personalization
v) Technology

(10 marks)

b) Define shopping robots, and state **THREE (3)** shopbot software agents. (5 marks)

(Total: 15 marks)

### QUESTION 3

a) Describe any **FOUR (4)** categories of e-government performance objectives in the G2B category. (4 marks)

b) Explain any **THREE (3)** implementation issues of m-government. (6 marks)

c) Describe any **FIVE (5)** features of Learning Management System (LMS). (5 marks)

(Total: 15 marks)

**Continued...**

## QUESTION 4

a) In Malaysia more organizations have engage in m-commerce than ever before because of the benefits to the organizations as well as to the individuals.

i) Identify **FOUR (4)** m-commerce benefits for organizations. (4 marks)

ii) Identify **FOUR (4)** m-commerce benefits for individuals. (4 marks)

b) i) Define what is user-generated content (UGC). (1 mark)

ii) Explain how UGC being utilized on Amazon.com. (4 marks)

iii) What is the impact of UGC? (2 marks)

(Total: 15 marks)

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